During elementary school, I saw my mother delegating tasks and coordinating her restaurant staff members while also handling the money—I was starstruck. She made everything seem so easy and simple that I felt that this was something I wanted to pursue up to this day. With my mother’s encouragement, I started promoting her business in school. I directly handled the money by marketing the products to my friends while organizing delivery simultaneously. As I gained more customers and sold all my products, a sense of accomplishment rushed through me. I wanted to share my passion for food with other people, thus wanting to create a café where I can do that. To run a café, however, I have to manage people and understand them, which is why I want to pursue Business Management.

Inspired by selling my mother’s food at school, I searched for summer programs to learn the financial and marketing skills to run a business. I joined the PassionXplorer work experience program, where we helped a restaurant increase its customer intake. After analyzing the restaurant’s expenses, profit margin, and revenue, I suggested they do a special discount for a week. This brought in around a 10% increase in revenue with only a slight decrease in the profit margin. I learned that finance affects more than money in a business. It affects our sales strategy and is also affected by customer behavior.

Customer behavior also affects the business tremendously as we create marketing sales strategies to intrigue new customers. I was curious and wanted to learn more about marketing, so I joined several online courses from Revou and Sydney Romantics. Here I learned how branding affects a company and how to use it to obtain more customers. I then had the opportunity to apply the knowledge I learned from these courses during my internship at SKITCHEN, where I was tasked to bring more traffic to the website. Through research, I found the AIDA formula, which stands for attention, interest, desire, and attention, focusing more on the webpage's content. We captured the customer's attention by delegating specific keywords by researching target customer behaviour. This was perfect for the website as it grew from 15 clicks per day to 180 clicks weekly. I learned how to apply knowledge to real-life situations, understand people’s thought processes and how to handle them as researching customer behaviour was the main point of my research.

To lead a team capable of working at its best, managers need to understand how to lead and organize a team effectively especially in the business industry. I had the opportunity to develop these skills when joining the INCEPTION business competition, where we were tasked to solve a business case as a travel agency. In our group of three, I organized meeting schedules, coordinated with and delegated tasks to the team, and I had to do a personal approach to understand their timetables and when they would be most efficient, either at night or morning. They were very hardworking, but we had a problem scheduling our meeting time as all of us had a busy schedule. As the team leader, I learned how to work with different types of people and address them effectively. We produced the best possible outcome by understanding how they would work most effectively with their skillset. I learned that being a leader takes understanding and hard work toward understanding your team and work efficiency.

I would love to cultivate a restaurant business: a traditional French café selling pastries like croissants and macarons and drinks like matcha lattes. Here, business management skills like managing people and problem-solving would be needed. The skills I will learn from this degree would provide me with the required expertise to gain experience and eventually grow my own business. The business world is constantly increasing; therefore, I would love to grow with it.

Hi Madeline:

I think you’re very clear and precise in what you want to pursue, which is a great starting point! I’m positive that your wealth of experiences and skills are extremely valuable to your university and career aspirations. Structurally, I think you’ve clearly outlined what you want to talk about specifically in each paragraph. I would suggest re-reading each paragraph and making sure that you deliver each sentence as concisely as possible. I understand you want to emphasize certain points to make sure the reader receives your message – especially regarding how each experience and skill you learned connects to your chosen major. However, some parts get repetitive and adds to unnecessary word count.

With respect to the flow of your personal statement, it’s also important to pay attention to the transitions between paragraphs and sentences to ease the flow.

All the best!